A9085-1 U 3/85

TOY MANUFACTURERS OF AMERICA, INC.

NATIONAL STATISTICS PROGRAM

SHIPMENTS
1983 vs 1984

February 1985

SHIPMENTS

DOLLARS (First Billing Value) & UNITS*
1983 vs 1984
Volumes have been projected to reflect total industry levels
(Estimated volumes in millions)

	DOLLARS			UNITS		
	1983	1984	% Change	1983	1984	% Change
I. ACTION FIGURES DOLLS & ACCESSORIES	$1,036	$2,316	+ 124%	311	468	+ 50%
Robots	#	220		#	44	
Action Figures	216	377		97	141	
A.F. Accessories	160	245		26	29	
Baby Dolls	160	512		17	31	
Fashion Dolls	116	161		21	26	
Mini Dolls	30*	84		10*	19	
Other Dolls**	131	265		98	94	
Baby Doll Access.	21	195		3	25	
Fashion Doll Access.	65	94		22	31	
Other Doll Access.	23	38		8	10	
Doll Houses Furn.	114	125		9	18	
II. GAMES PUZZLES (NON-ELECTRONIC)	$514	$1,043	+ 103%	172	212	+ 23%
Children's Board Games	59	62		14	14	
Other Board Games	142	598		29	59	
Action Skill Games-Children	31	74		11	14	
Action Skill Games-Adult Family	56	36		5	4	
Card Games	40	49		23	27	
Puzzle Games	13	8		4	3	
Strategy Games	35	49		15	12	
Word Games	26	29		5	6	
Other Non-Elec. Games	36	55		16	20	
Cardboard Puzzles	56	60		42	45	
Wood Plastic Puzzles	20	23		8	8	
III. TOTALLY ELECTRONIC GAMES	$2,397	$1,094	-54%	93	67	-28%
Electronic Learning Aids	67	113		4	6	
Elec. Hand Held Tabletop	170	51		7	3	
TV Video Systems***	760	165		7	3	
TV Video Software***	1400	765		75	55	
IV. SPORTS OUTDOOR TOYS	$328	$419	+ 28%	59	67	+ 14%
Playground Equipment	80	127		3	3	
Wading Pools	51	69		4*	7	
Foam Sports Toys	31	37		9	12	
Water Sand Pool Toys	26	38		12	14	
Other	140	148		31	31	
V. RIDING TOYS (EXCL. BICYCLES)	$255	$285	+ 12%	21	19	-10%
Plastic Tricycles	79	91		6	7	
Metal Tricycles	34	26		2	1	
Other Pedal Ride-Ons	25	21		2	1	
Riding Sports	21	18		6	6	
Other Riding Vehicles	96	129		5	4	
VI. NON-RIDING TRANSPORTATION	$707	$789	+ 12%	298	239	-20%
Battery Operated Vehicles	181	244		32	38	
Mechanically Operated Veh.	80	56		18	14	
Elec. Car Truck Sets	34	37		1	1	
Elec. Car Truck Access.	12	15		2	2	
Elec. Train Sets	31	41		1	1	
Elec. Train Access.	25	24		3	3	
Non-Powered Veh. Sets Access.	70	78		11	9	
Non-Powered Veh. 6" or Less	171	145		209	146	
Non-Powered Veh. Over 6"	103	149		21	25	
VII. ARTS CRAFTS MODELS	$326	$391	+ 20%	177	190	+ 7%
Paint Sets & Supplies	40	41		26	23	
Crayon Chalk Drawing Sets & Supplies	110	113		72	77	
Other Sets Supplies	105	148		51	58	
Plastic Model Kits	71	89		28	32	
VIII. MISCELLANEOUS ACTIVITY TOYS	$247	$275	+ 11%	130	132	+ 2%
Wipe-Off Boards Magic Slates	4	3		7	6	
Paper Dolls	2*	2		1*	1	
Reusable Compounds	17	21		20	21	
Mechanical Design Toys	20	18		5	4	
Musical Toys	59	51		12	8	
Remaining Misc. Activity	145	180		85	92	
IX. ROLE PLAYING TOYS	$170	$231	+ 36%	51	67	+ 31%
Appliances Powered Non-Powered	83	120		9	14	
Tea Sets	22	21		12	9	
Other Household Food Toys	16	8		3	2	
Other Role Playing Toys	49	82		27	42	

* 1983 Figures revised from previous report
** Limited sample
*** Source: Electronic Industries Association Consumer Electronics Group (JAN. 1985)

* First Billing Value: first price paid by an independent U.S. wholesaler
# Insufficient Data

continued on back page

	DOLLARS			UNITS		
	1983	1984	% Change	1983	1984	% Change
X. INFANT/PRE-SCHOOL	$508	$715	+41%	130	167	+28%
Infant Toys	162	208		57	62	
Pre-School Blocks	21	32		6	8	
Pre-School Learning Toys	30*	46		5	6	
Pre-School Talking/Sound Toys	58	60		11	10	
Pre-School Tub Toys	9	16		6	12	
Pre-School Push/Pull Toys	24	29		7	6	
Pre-School Playsets	39	43		5	5	
Remaining Pre-School	165	281		33	58	
XI. REMAINING MISCELLANEOUS	$1,018	$1,435	+41%	461	533	+16%
Toy Guns/Rifles	54	64		18	23	
Bldg. Sets/Construction Toys	97	141		16	20	
Activity Books	73	77		153	154	
Learning/Study Books	9	29		11	27	
Remaining Books	111	159		104	115	
Plush	360*	544		112*	125	
Audio/Visual	239	332		32	48	
Educational/Scientific Toys	21	30		9	13	
Children's Furniture	54	59		6	8	
• TOTAL INDUSTRY	$7,506	$8,993	+20%	1,903	2,161	+14%
• INDUSTRY EXCLUDING TV VIDEO	$5,346	$8,063	+51%	1,821	2,103	+15%

NOTES

- Number of Companies Responding = 84
- These Companies accounted for 63% of Industry shipments (dollars) in 1983 and 66% in 1984 (excluding TV Video)
- Figures include imports

Data compiled by:
The NPD Group
900 West Shore Road
Port Washington, New York 11050
516-625-0700

in conjunction with:
Toy Manufacturers of America
200 Fifth Avenue
New York, N.Y. 10010
212-675-1141